

# Casey Hall

909 SW 12th Ave Apt 301

Portland, Ore. 97205

t (503) 961-3612

e [casey@thecaseyhall.com](mailto:casey@thecaseyhall.com)

## PERSONAL PROFILE

1983-Present;

**Highly motivated, young business professional with an unquenchable thirst for excellence in every endeavor** and a proven track record with years of solid, immaculate work. Unable to settle for adequate results, constantly pursuing fresh excellence.

**Flexible and versatile, a whole new standard of employee.** Possessing a boldly unique attitude and aptitude for design and capable of bringing an original outlook to any project, brandishing a singular vision but able to work adeptly within any ideology. Equipped with a daring and fierce aesthetic and verbal style. Quickly able to adapt to and master new technologies. Diplomatic in demeanor without being dull, dealing with professionals and non-professionals at all levels with class, tact and vivid energy.

## PROFESSIONAL LEGACY

2006-Present;

**Freelance Designer, Developer, Copy Writer, Illustrator**

Since early 2006 I have been providing elegant copy writing and thoughtful web solutions for all manner of clients, ranging from national corporations to individuals. It is my personal ambition to provide a suite of services that are extremely varied without ever becoming diluted, that can be presented as either contemporary or classic, that surpass expectations at every turn.

Already I have been recognized for my exceptional ability to communicate with clients and to reach their goals with stunning efficiency and aplomb, and every day I attempt to evaluate and elevate my skills and talents, never slowing down, refusing to even consider obsolescence.

2003-2006;

**Production Artist, Designer & Copy Writer for eMarket Group**

Lead the innovation of old ideas and creation of original designs for an adventurous email marketing campaign, requiring strong organizational and teamwork skills while working under a deadline. Introduced and maintained unprecedented notions of quality control to a catalog exceeding 10,000 products and elevated the product images to a slick, professional demeanor. Reinvented and revolutionized product templates. Developed extensive experience with and understanding of basic and advanced studio photography, shooting both live models and catalog products. Quickly and skillfully prepared countless product images for

print and web use. Knocked out, color corrected and performed other cosmetic treatments on photographs, meeting and exceeding rigorous and lofty quality standards. Created a series of smart and attractive banner ads for anime and manga giant Viz Media. Wrote dazzling and deliberate ad copy for hundreds of entertainment products, ranging from the comedic to the dramatic and sincere. Each new job responsibility was viewed as a thrilling new opportunity, and the increasing levels of responsibility were met with increasing levels of outstanding performance.

**Accolades:**

My work has been featured in the pages of Popular Science and on VH1.

Examples can be found at: <http://thecaseyhall.com>

**ESSENTIAL SKILL SET**

- Capable of multiple, keen illustration styles
- Charming wit and gravitas combined into a well written rapport
- Considerable experience with of Photoshop and Image Ready
- Minor experience with Illustrator and Acrobat
- Basic understanding of Flash and Actionsript
- Experience with digital photography as well as traditional film formats
- Thorough knowledge of HTML/CSS using both text editors and page layout software
- Currently exploring PHP and Ruby on Rails
- Microsoft Word, Excel and PowerPoint
- Proficient on either Mac or PC
- Totally rad at Guitar Hero

**I MAY BE SURELY AND EXPEDITIOUSLY REACHED FOR INQUIRY**

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